

Listing of Claims:

1. (Currently amended) An interactive method for generating a supplementary, program-related output, comprising:
 - obtaining a programming signal;
 - obtaining a supplementary, program-related data signal;
 - combining said programming signal and said supplementary, program-related data signal into a broadcast signal;
 - broadcasting said broadcast signal from a program signal source;
 - receiving said broadcast signal a supplementary, program-related data signal including an authorization code, said supplementary, program-related data signal containing program-related data associated with a programming signal, the programming signal intended for broadcast to a user;
 - ~~performing said programming signal of the received broadcast signal with reproduction equipment for an audience;~~
 - generating, during performance of said programming signal ~~of the received broadcast signal~~, an audible signal only in response to the received ~~broadcast signal only when the received broadcast signal includes the supplementary, program-related data signal; and~~
 - storing said supplementary, program-related data signal ~~of the received broadcast signal~~ on a portable storage media[[:]],
 - enabling wherein retrieval of rewards data corresponding to products or services is enabled by accessing said stored supplementary, program-related data signal ~~from said portable storage media; and, and~~
 - selecting a reward from said retrieved rewards data

wherein the authorization code included in said stored supplementary, program-related data signal provides authorization for a reward related to said products or services.

2. (Original) The interactive method of claim 1, wherein said supplementary, program-related data signal includes all data necessary to produce a human-perceptible output.

3. (Canceled)

4. (Currently amended) The interactive method of claim 1[[3]], further comprising the step of storing validation indicia on said portable storage media, said validation indicia corresponding to a validation of the selected reward.

5. (Currently amended) The interactive method of claim 4, ~~wherein said selecting step comprises~~ further comprising displaying said retrieved rewards data on a human-perceptible display.

6. (Original) The interactive method of claim 5, wherein said human-perceptible output produced from said reward data signal is a discount coupon.

7. (Original) The interactive method of claim 4, further comprising the step of displaying at least a portion of said stored supplementary, program-related data on a display device remote from said reproduction equipment.

8. (Currently Amended) The interactive method of claim 7, wherein ~~said authorizing eligibility step comprises a step of comparing~~ said stored supplementary, program-related data is compared to said selected reward to determine compatibility and, if compatibility is determined, storing said validation indicia is stored on said portable storage media.

9. (Currently Amended) The interactive method of claim 8, wherein ~~said authorizing eligibility step comprises a step of comparing~~ said stored supplementary, program-related data is compared to said selected reward to determine compatibility and, if compatibility is determined, ~~printing~~ a discount coupon corresponding to said selected reward is printed.

10. (Original) The interactive method of claim 7, wherein said remote display device comprises a personal computing device.

11. (Original) The interactive method of claim 7, wherein said remote display device comprises a public computing device.

12. (Original) The interactive method of claim 9, further comprising the step of deleting data from said portable storage media for preventing access to multiple occurrences of said selected reward upon one of the printing of a discount coupon and the storing of the validation indicia.

13. (Currently Amended) The interactive method of claim 12, ~~wherein said selecting step comprises~~ further comprising using said stored supplementary, program-related data signal

to access information through the Internet.

14. (Currently amended) A system for generating a supplementary, program-related output, comprising:

~~means for obtaining a programming signal;~~

~~means for obtaining a supplementary, program-related data signal;~~

~~means for combining said programming signal and said supplementary, program-related data signal into a broadcast signal;~~

~~means for broadcasting said broadcast signal from a program signal source;~~

~~means for receiving said broadcast signal a supplementary, program-related data signal including an authorization code, said supplementary, program related data signal containing program-related data associated with a programming signal, the programming intended for broadcast to a user;~~

~~means for performing said programming signal of the received broadcast signal with reproduction equipment for an audience;~~

~~means for generating, during performance of said programming signal of the received broadcast signal, an audible signal only in response to the received broadcast signal only when the received broadcast signal includes the supplementary, program-related data signal; and~~

~~means for storing said supplementary, program-related data signal of the received broadcast signal on a portable storage media[[:]],~~

~~means for enabling wherein retrieval of rewards data corresponding to products or services is enabled by accessing said stored supplementary, program-related data signal from said portable storage media; and, and~~

~~means for selecting a reward from said retrieved rewards data~~

wherein the authorization code included in said stored supplementary, program-related data signal provides authorization for a reward related to said products or services.

15. (Original) The system of claim 14, wherein said supplementary, program-related data signal includes all data necessary to produce a human-perceptible output.

16. (Canceled)

17. (Currently amended) The system of claim 14[[16]], further comprising means for storing validation indicia on said portable storage media, said validation indicia corresponding to a validation of the selected reward.

18. (Currently Amended) The system of claim 17, ~~wherein said selecting means comprises~~ further comprising means for displaying said retrieved rewards data on a human-perceptible display.

19. (Original) The system of claim 17, further comprising means for displaying at least a portion of said stored supplementary, program-related data on a display device remote from said reproduction equipment.

20. (Original) The system of claim 19, wherein said remote display device

comprises a personal computing device.

21. (Currently amended) An interactive method for generating a supplementary, program-related output based on a broadcast signal which is a combination of a programming signal and a supplementary, program-related data signal including an authorization code, said method comprising:

receiving said ~~broadcast signal~~ supplementary, program-related data signal including the authorization code;

~~performing said programming signal of the received broadcast signal with reproduction equipment for an audience;~~

generating, during performance of said programming signal ~~of the received broadcast signal~~, an audible signal only in response to the received broadcast signal ~~only when the received broadcast signal includes the supplementary, program-related data signal~~;

storing said supplementary, program-related data signal ~~of the received broadcast signal~~ on a portable storage media[:]],

~~enabling wherein~~ retrieval of rewards data corresponding to products or services is enabled by accessing said stored supplementary, program-related data signal ~~from said portable storage media; and, and~~

~~selecting a reward from said retrieved rewards data~~
wherein the authorization code included in said stored supplementary, program-related data signal provides authorization for a reward related to said products or services.

22. (Currently amended) A system for generating a supplementary, program-related output based on a broadcast signal which is a combination of a programming signal and a supplementary, program-related data signal including an authorization code, comprising:

means for receiving said ~~broadcast signal~~ supplementary, program-related data signal including the authorization code;

~~means for performing said programming signal of the received broadcast signal with~~

~~reproduction equipment for an audience;~~

~~means for generating, during performance of said programming signal of the received broadcast signal, an audible signal only in response to the received broadcast signal only when the received broadcast signal includes the supplementary, program-related data signal;~~

~~means for storing said supplementary, program-related data signal of the received broadcast signal on a portable storage media[[:]],~~

~~means for enabling wherein retrieval of rewards data corresponding to products or services is enabled by accessing said stored supplementary, program-related data signal from said portable storage media; and, and~~

~~means for selecting a reward from said retrieved rewards data~~

~~wherein the authorization code included in said stored supplementary, program-related data signal provides authorization for a reward related to said products or services.~~

23. (Canceled)